

# Oliver Grosvenor-Newth

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## Summary

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Product leader with over 10 years of experience in digital platforms, data science, and AI/ML solutions. Proven track record of leading cross-functional teams to deliver scalable automated workflows and data-driven user experiences. Successfully transformed digital advertising platforms and merchant-facing products, increasing adoption by over 200% while optimizing operational efficiency. Expert in leveraging AI/ML capabilities to enhance decision-making and create collaborative user experiences, with deep experience in B2B platforms and merchant solutions. Committed to developing innovative products that balance technological advancement with exceptional user experience, directly impacting millions of users globally.

## Experience

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- **Covariant** Emeryville, CA, USA  
*Principal Product Manager - Automated Systems* *Sep 2022 – Present*
  - **Workflow Automation:** Led development of AI-powered automation solutions, reducing manual processes by 75% while maintaining 99.9% accuracy. Implemented data-driven decision engines that increased operational efficiency by 40%
  - **Platform Optimization:** Developed collaborative interfaces between automated systems and human operators, increasing productivity by 25% and user satisfaction by 35%. Created intuitive dashboards for real-time monitoring and decision-making
  - **Cross-functional Leadership:** Managed teams of 50+ members across product, engineering, and data science to deliver integrated automation solutions. Established agile workflows that reduced development cycles by 30%
- **Deel** San Francisco, CA, USA  
*Lead Product Manager - B2B Platforms* *Feb 2022 – May 2022*
  - **Digital Transformation:** Streamlined merchant onboarding and management processes through automated workflows, reducing processing time by 60% and improving user satisfaction by 40%
  - **Data Integration:** Enhanced platform capabilities with advanced analytics and ML models, enabling real-time decision making and reducing manual review processes by 50%
  - **User Experience:** Developed intuitive merchant interfaces and self-service tools, resulting in 70% reduction in support tickets and 45% increase in merchant engagement
- **Meta** San Francisco, CA, USA  
*Senior Product Manager - Platform Solutions* *Mar 2020 – Jan 2022*
  - **Advertising Platform:** Led development of AI-powered ad targeting system, increasing campaign effectiveness by 65% and merchant retention by 40%. Implemented automated optimization tools that improved ROI by 35%
  - **Data Analytics:** Created comprehensive analytics suite for merchant insights, driving 85% adoption of new features and 50% increase in platform engagement
  - **Process Automation:** Implemented automated workflow systems that reduced campaign setup time by 70% while improving accuracy by 45%
- **Meta** Menlo Park, CA, USA  
*Senior Product Manager - Growth & Automation* *Oct 2018 – Mar 2020*
  - **Platform Growth:** Developed automated recommendation systems that increased merchant acquisition by 40% and improved targeting accuracy by 60%
  - **Workflow Optimization:** Streamlined merchant onboarding process through intelligent automation, reducing time-to-value by 50% and increasing satisfaction scores by 35%
  - **Data-Driven Solutions:** Leveraged ML models to automate decision processes, improving efficiency by 55% while maintaining high accuracy rates
- **Microsoft** Redmond, WA, USA  
*Product Manager II, Azure Services* *Jul 2014 – Jun 2017*

- **B2B Platform Development:** Led development of merchant-facing services, achieving 55% growth in enterprise adoption through automated workflows and intelligent features
- **Process Automation:** Implemented ML-powered automation tools that reduced manual processing time by 70% and improved accuracy by 40%
- **Analytics Integration:** Developed comprehensive analytics framework that increased data-driven decision making by 80% across merchant operations

## Education

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- **Massachusetts Institute of Technology** Cambridge, MA  
*Master's, High Performance Structures* Aug 2013 – Jul 2014
- **University of Warwick** Coventry, UK  
*Bachelor's, Civil Engineering* Aug 2009 – Jul 2012

## Skills

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- **Product Development:** Agile/Scrum, SAFe, Product Strategy, Roadmap Development, Go-to-Market Planning
- **Technical:** AI/ML Implementation, Data Science, API Integration, GCP, Cloud Computing
- **Analytics:** Data Analysis, Business Intelligence, KPI Definition, Performance Metrics
- **B2B Platforms:** Merchant Solutions, Digital Advertising, Workflow Automation, User Experience Design
- **Leadership:** Cross-functional Team Management, Stakeholder Communication, Strategic Planning

## Awards & Recognition

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- **Build Social Value Award:** Meta, May 2020
- **Kennedy Scholarship:** Kennedy Memorial Trust, UK, June 2014